



Michele M. Fairley is an award-winning graphic designer with managing and editorial skills • Corporate and university publications designer • Consumer magazine designer • Computer literate artist familiar with production from layout to press

Freelance Graphic Design
(present)

Graphic Designer. Designed search piece, program brochures, and open house mailers for Jefferson College of Health Professions; identity materials for Threadstone; website and publications for Analysis and Inference; websites for Croddy Music Studio and Ridley Park Democrats; and poetry books for Prospero's World Press.

Widener University
Chester, PA
10 years (present)

Art Director, University Relations. Design marketing publications (recruitment view-books, brochures, mailers, invitations, posters, and ads) for undergraduate and graduate programs. Design related internal publications and other visual materials (banners, fleet of vans, displays, signage). Develop design concepts, supervise photography, oversee production, and produce final printed or constructed materials. Oversee implementation of brand. Supervise graphic designer.

Berry Associates
Morristown, NJ
1½ years

Graphic Designer. Design, illustration and production of company communications (newsletters, brochures, posters, logos, ads) for Novartis Pharmaceuticals, Schering-Plough, C.R. Bard, Baker & Taylor Books, The CIT Group, Thermoplastic Processes, and other companies. Supervised freelance designers and photographers. Responsible for purchase of printing, computers, and software.

Orban Communications
Morristown, NJ
2½ years

Art Director. Design and production of *Cruise and Vacation Views* magazine, *RV Adventures*, *Leisure Travel Professional*, and *Cruise Reports*. Supervised freelance designers. Purchased photography, illustration.

All American Crafts
Newton, NJ
4 years

Editor. Editor of consumer magazines. Created *Doll Life*, a bimonthly, *Folk Santas*, a special issue, and *Crafting With Kids*, a quarterly. Managing Editor of *Craftworks*, a monthly. Developed design concepts and directed layout artists. Supervised location and studio photography. Styled cover and interior photographs. Located and directed freelance writers, photographers and designers. Edited articles and instructions.

Freelance Graphic Design
8 years

Graphic Designer. Design, layout, and production of brochures, logos, direct mail, packaging, and textbooks. Designed annual reports and other publications for Drew University. Created corporate communication materials for AT&T, Bellcore, Allentown Cement, and other companies. Created illustrations for Silver Burdett school textbooks.

The Art Works
San Diego, CA
1 year

Graphic Designer. Designed and produced brochures, logos, direct mail, packaging, and textbooks. Designed annual reports and other publications for Drew University. Created corporate communication materials for AT&T, Bellcore, Allentown Cement, and other companies.

Jansson Advertising
San Diego, CA
1 year

Art Director. Designed and produced ads, brochures, direct mail, audio visual materials, and logos for companies including ITT Cannon electronics and Honda motorcycle clothing.

Fireman's Fund Insurance Cos.
San Francisco, CA
3 years

Graphic Designer. Designed and produced instructional books, brochures, and audio visual materials. Designed and produced all graphics and sets used in training films for 50 branches of company.

www.mfairleydesign.com

Michele M. Fairley
Graphic Design
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Computer programs: Latest versions of QuarkXpress, Adobe Illustrator, and Photoshop.

Awards: CUPRAP Cuppie Silver, 2008. Morris County Advertising and Public Relations Association, 1989, Iris 1998. New Jersey Art Directors Club, 1988, 1990

Education: BFA, Graphic Design, University of Washington